

## **Chef's Corner**

### **Jan. 2002 – Issue 13**

Navy Personnel Command  
Pers655

# *Welcome*

## **NEWLY OPENED BRANDED CONCEPTS**

**NAS Fallon** opens two more Orion Food Systems branded concepts. On Friday, November 30, 2001, NAS Fallon opened a Mean Gene's Burgers concept and an Eddie Pepper's Mexican concept in the newly renovated Planet X (formerly the Sportsline). First weekend sales were strong and the brands were well received by the personnel stationed at NAS Fallon. A Hot Stuff pizza concept, an Orion Food Systems brand, was opened in the Bowling Center in July. Congratulations and Good Luck on your continued success. For information on branding or branded concepts, email [p655f3@persnet.navy.mil](mailto:p655f3@persnet.navy.mil) or call DSN 882-6646 or Commercial (901) 874-6646.

October 1, 2001, Compass Group opened a contracted food and beverage operation (via a contract with MWR) in the new Cross Roads Food Court (formerly the Powder Keg) at **NSWC Indian Head**. Brands include a Pizza Hut Express, Nathan's Famous Hot Dogs, Colombo Frozen Yogurt, Ritazza Coffee and Fresh Grille. This is a welcome addition to the food service at NSWC Indian Head. If you are interested in contracting or concessionaire agreements for food and beverage operations, email [p655f3@persnet.navy.mil](mailto:p655f3@persnet.navy.mil) or call DSN 882-6646 or Commercial (901) 874-6646.

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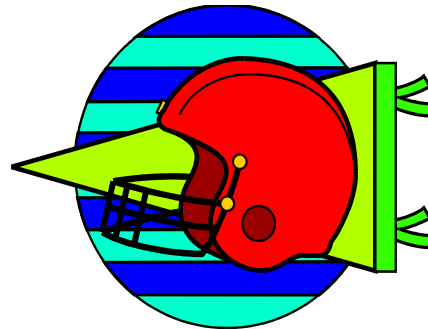


## A New Twist on Ice Cream

Schwan's new Arctic Express real ice cream and dispensing system make hard packed ice cream look like soft serve. This new technology allows ice cream to be dispensed with Chocolate chunks and other particulates already in the ice cream. It requires minimal space and allows for maximum efficiency. Serves up to 3 gallons in less than two minutes. Quick and easy, hygienically safe and simple to clean are also features of this system. Equipment leasing or purchase options are both available. Finished product cost is approximately \$0.10 per ounce and single or double dispensers are available. For more information, email [p655f3@persnet.navy.mil](mailto:p655f3@persnet.navy.mil) or call DSN 882-6646 or Commercial (901) 874-6646.

## Superbowl Sunday Update

Superbowl Sunday is now Sunday February 3, 2002. Due to the events of September 11, the NFL teams did not play Week 2 games. These games will be made up in early January 2002. The Superbowl had to be rescheduled a week later for February 3, 2002. The event will still be held in New Orleans, LA. The NFL was able to work with another convention group to flip-flop the weekends, so everyone could still be accommodated.



## Bar Promotion Ideas

If your bar promotion ideas seem to be in a rut, the December 2001 issue of Nightclub & Bar Magazine contains full years' worth of promotions. Of course some of them don't comply with our standards of conduct but there are many you can be creative with. Contact P655F4 at 901-874-6647 or DSN 882-6647 for a copy of the ideas.



## Brew Pub Open at NAS Pax River

Friday November 30<sup>th</sup> was a special day at **NAS Patuxent River, MD**. NAS and MWR held their 2<sup>nd</sup> Annual Army/Navy Pep Rally, Parade & Party and opened their Brew Pub at the Flight Deck Lounge. As part of the celebration two members of the Washington Redskinettes cheerleading squad and Redskins' Hogettes and Rudy Boesch from Survivor 1, who served as the Grand Marshal, were present for the event. The day's events were a huge success.

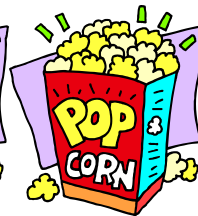
MWR had two of the homemade brews on tap for the occasion, Pioneer Amber and Salty Dog Ale (which is a Nut Brown Ale). Naming of the brews was a result of a base contest with the squadrons. Squadron VX-1 and Strike Test Directorate were the lucky winners in the contest. MWR currently has two more brews in the fermenting stage, a Wheat beer and a Munich Dunkel. With the success of the first naming contest, another will be held for the two newest brews. Fierce competition is expected in the next contest. The winning squadrons were well represented during the festivities and enjoyed their favorite beverage of choice.

The Hospitality Director, Kevin Donovan has another hat to wear and is of brewer for the Flight Deck Brewery. MWR went with MICROPUB, Systems International, Inc for the equipment and local public works for the build out. The total cost of the project was approximately \$125K. If you have any questions about the Flight Deck Brewery contact Kevin at 301-342-3241 or DSN 342-3241 or email him at [donovanke@navair.navy.mil](mailto:donovanke@navair.navy.mil). Contact Pers655F at [P655f@persnet.navy.mil](mailto:P655f@persnet.navy.mil) (901-874-6644 or DSN 882-6644) for more information regarding Brew Pubs.

*Special thanks to Kevin for supplying the information for this article.*



## Trivia



How much do you know about popcorn? Let's find out!

1. How much popcorn does the average American eat annually?  
a. 5 qt. b. 33 qt. c. 59 qt. d. 10 qt.
2. How many calories in 1-cup of oil popped popcorn?  
a. 77 b. 31 c. 48 d. 85

## Bar Trends for 2002

Research from the Internet and many different surveys about the industry has resulted in the following crystal ball predictions for 2002.

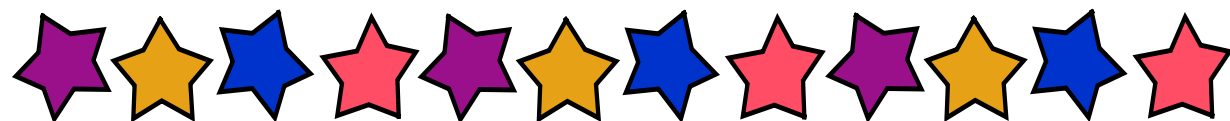
- Old is new once again. – The mixed drinks of the old are becoming popular all over again. Retro is another term that is being used with this resurgence.
- Bottle water is still on the rise. – The addition of caffeine or oxygen to the water and sold as an “energized” item increase sales in some markets.
- Men and women are starting to “dressing up” again to go out dancing. Men are still more casual than the ladies are.
- Décor of the operations are leaning more toward the “lounge” style with light background music and living room style furniture, couches and such.
- In the private sector, some clubs are working more closely to move patrons from one club to another during closing times. This works well when the clubs close at different times. Many times they offer the patron discounted cover charges or wave the cover charge for them. The later closing operation has some new customers for a couple of more hours and the opportunity for more sales.

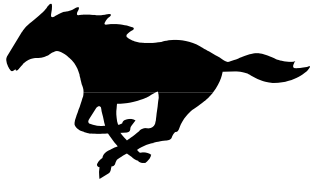


## Customer Service – Going the Extra Mile

It's warm outside and your dining room or banquet air conditioning is working. Hallelujah! You've had your fingers crossed after the last repair and it's working and the building is cool. Fortunately, you over hear that some of the ladies in the dining room are complaining it's cold. The ladies don't care that it's taken several attempts to get the system to work correctly, they're uncomfortable with being cold while in your dining room. What can you do to make the ladies comfortable without adjusting the room temperature? Why not offer them a shawl to drape around their shoulders to stay warm while they enjoy their lunch? It's a stylish alternative to draping a tablecloth around them or even have them leave because it's just too cold.

Another “extra” is to have a few velvet pillows available for people who have back problems. They can use them to make their seating more comfortable.





## Chinese New Year

Celebrate Chinese New Year - The Year of the Horse!

The dates to celebrate this event are February 12-26, 2002.

There are a lot of legends, superstitions and symbolism associated with the Chinese New Year, which make this celebration fun to promote.

The Chinese New Year is unique, in that it doesn't fall on the same date each year. It uses the first day of the first month of the Lunar Year as its basis. The legend about the Chinese New Year revolves around an evil monster that terrorized a village one winter's eve. The monster returned the following year at the same time. Before the monster could return the third year, the villagers came up with a plan to scare the monster away. They hung red banners all over the village. (The color red has been believed to protect against evil.) Drums, firecrackers and gongs were used to create noise to scare the monster away. The villager's plan worked and the festivities lasted several days.

The people visited, danced, ate and exchanged gifts. Red packets with money tucked inside are given as good luck. The amount is usually an even number since odd numbers are considered bad luck.

Spring-cleaning is associated with getting ready for this celebration. It starts a month before and completed by the Chinese New Year Eve. The act symbolizes removing the evil from the previous year. All the cleaning equipment and supplies are put away for New Year's Day for fear that your good fortune will be swept away. No cleaning is done on New Year's Day. The day after, the dirt is swept into the middle of the floor and then placed in the corners of the room. It's not until the fifth day that the dust and garbage is removed through the back door. Care is taken that no dirt is swept out the front door for fear that a loved one be swept away or that good luck is swept out as well.

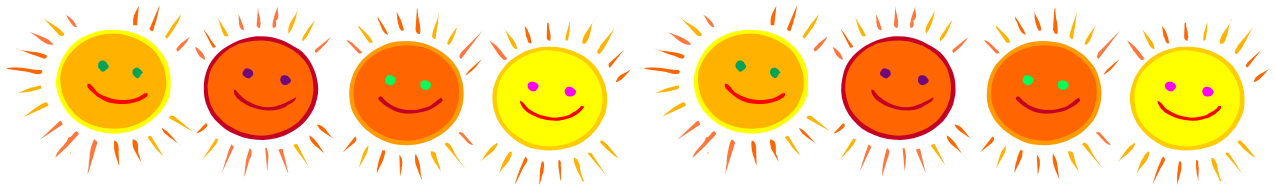
The Chinese Calendar is based on the cycles of the moon and a complete lunar cycle is composed of five cycles of 12 years each. (It takes 60 years to complete a lunar cycle.) Each of the cycles is named after animals. Legend has it that Buddha called all the animals to him before his leaving and only these twelve showed up. As a reward he named each year after the animal in the order they arrived. The animals are the rat, ox, tiger, rabbit, dragon, snake, horse, sheep, monkey, rooster, dog and pig. It's believed that the animal in which you were born effects your personality.

Food plays an important part of the celebration. Red meat is typically not served. Fish is consumed to ensure a good fortune and a long life. Oranges and tangerines represent good fortune and wealth. A "Prosperity Tray" is often served when company stops by. This tray is eight-sided (one of many symbols of prosperity) and filled with red dates, cookies, melon

seeds, lychee nuts, kumquats, coconut, peanuts, longnan and lotus seed. Each of these foods represents different good luck items.

Kikkoman is offering a promotional kit until January 18<sup>th</sup>. The kit includes posters, recipe booklet, table tents, counter cards and lanterns. For more information from Kikkoman call 1-800-944-0600.

**Gung Hey Fat Choy**  
**“Wishing You Prosperity and Wealth”**

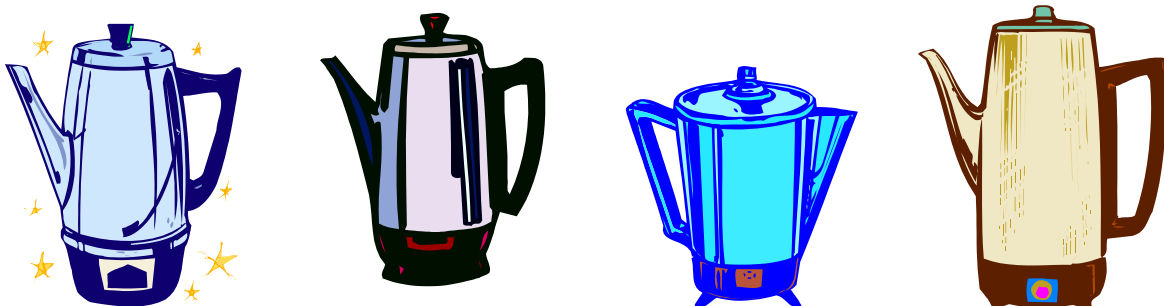


## Perk Up Your Meetings

It seems that sometimes our lives revolve around meetings, meetings and more meetings and you just want to get off the merry-go-round. If we have those thoughts about the meetings we attend, why not break the mold of how we conduct our meetings. We don't have to do it all the time but if we occasionally make them different, then maybe our customers or employees will remember what went on during the meeting. They may change their way of doing things because they remember about the discussion during that “great” meeting you held.

A few ideas that can help spark some life into your meeting are:

- divide group into “Survivor” tribes – then they have to design their own flag
- trivia game about company products/services (games designed like “Jeopardy” or “Wheel of Fortune” can also be used)
- themed scavenger hunts within the building or on base
- props (new manual prop is 5' high, but reality is only a small flip chart guide)



## Conferences, Events & Seminars

### Mid-Atlantic Foodservice & Equipment Expo

Feb. 4, 2002

Trump Taj Mahal

Atlantic City, NJ

Contact: New Jersey Rest. Assoc.,

[njrest@iz.netcom.com](mailto:njrest@iz.netcom.com),

800-848-6368

### New York Restaurant & Foodservice Show

Feb. 24-26, 2002

Jacob K. Javits Convention Center, NY,

NY

Contact: NY State Rest. Assoc.,

[nschwartz@reedexpo.com](mailto:nschwartz@reedexpo.com),

203-840-5490

### Gulf Coast Hospitality Show

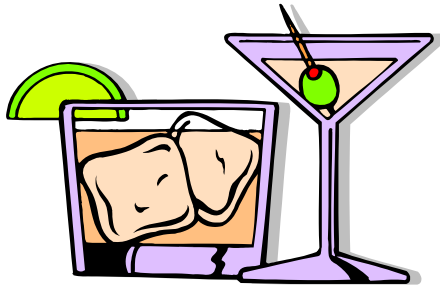
Feb. 27-28, 2002

Sandestin Golf & Beach Resort

Destin, FL

For more information contact: Patrick

Pallend at 770-969-6315



### Nightclub & Bar Food & Beverage Convention & Trade Show

Mar. 4-6, 2002

Las Vegas Convention Center

Las Vegas, NV

Call 888-966-2727 or 662-513-3888 or

[www.nightclub.com](http://www.nightclub.com)

### Spirit of Excellence II – Catering Conference 2002

Mar. 4-6, 2002

Adam's Mark Hotel

Charlotte, NC

Hosted by IMCEA – Conference

registration information 703-273-0073 or

email [sarijill@erols.com](mailto:sarijill@erols.com)

Hotel reservations – 800-444-2326 or 704-

372-4100 – ask for the IMCEA room block

to the special rate (prevailing govt. per

diem rate)

### Greater Pittsburgh Rest. & Foodservice Show

Mar. 10-11, 2002

Pittsburgh Expo Mart

Monroeville, PA

Contact: Irwin Stern Exhibition

Productions, [isternz@aol.com](mailto:isternz@aol.com), 800-346-

7767

### Maine Restaurant & Lodging Expo 2002

Mar. 27, 2002

Cumberland County Civic Center

Portland, ME

Contact: Maine Rest. Assoc.,

[Alice@Mainerestaurant.com](mailto:Alice@Mainerestaurant.com),

207-623-2178

### Northwest Foodservice Show

Apr. 21-23, 2002

The Tacoma Dome

Tacoma, WA

Contact: Washington Rest. Assoc.,

Oregon Rest. Assoc., Steve McCulloch at

503-625-6256

### National Restaurant Association Show

May 18-21, 2002

McCormick Place

Chicago, IL

Call 312-853-2525



## New Products

### New Ketchup Packaging

Heinz Ketchup is now featuring a #10 plastic jug from which you can pour, pump and store. No more opening up #10 cans and transferring product to another container or the possibility of cutting your hand. The new jug style offers a pump lid to make dispensing easy. For more information contact Heinz at 800-547-8924.

### New Appetizer from Anchor – Olivēnos!™

Anchor, one of the largest companies that produces breaded appetizers has come out with something new. Olivēnos!™ are black or green olives that are stuffed with an assortment of fillings and are breaded with complimentary seasoned crumbs. All you need to do is cook and serve. (Don't forget a side or two of dipping sauce.) Anchor offers four different flavors, so you can add excitement to your appetizer menu. The black olive based items are Asiago Olivēnos (filled with Asiago cheese and are breaded with Italian seasoned breadcrumbs) and Salsa & Cheese Olivēnos (filled with salsa and topped with Monterey jack & cheddar cheeses, then breaded with breaded with jalapeno pepper studded breadcrumbs). The green olive based appetizers are Parmesan Olivēnos (stuffed with garlic Parmesan cheese and breaded with sweet pepper studded focaccia breadcrumbs) and Caesar Olivēnos (a blend of mozzarella, Parmesan and Romano cheeses fill this variety and is breaded with plain crumbs). For more information call 1-800-767-7377 or visit their web site at <http://www.1800poppers.com>

### Mini Strudel

Vie de France is now offering mini strudel. Cherry, apple and lemon crème are the flavors offered. Call 800-446-4404 for more product information. This would be a nice product to use as a dessert item for either in the dining room or a special catered function. (Consider plate painting with caramel sauce, the warm apple strudel portion, cinnamon ice cream with a dollop of whipped cream.)



## Ethnic Foods Most in Demand

The following are food items the customers are telling the restaurant operators what they are looking for on the menu.

1. Stir Fry (any type of meat and/or vegetable)
2. Calzone
3. Fajitas
4. Lasagna
5. Dried Pasta
6. Antipasto
- 7a. Quesadillas
- 7b. Burritos
8. Pizza
9. Asian Noodles/Noodle Bowls
10. Pasta w/ White Sauce

*Source: Restaurant & Institutions  
Marketplace Nov/Dec 2001*



## Theme Party Ideas

- New Year's Day Brunch – Kick off the year with a featuring foods thought to bring good luck and prosperity for the New Year. American southern tradition serves up black-eyed peas, eating greens like cabbage, collard greens, mustard greens, kale or spinach, cornbread, and ham. The Dutch eat a donut like item called Olie Bollen. Pickled herring is popular with the folks of Polish heritage. Eating 12 grapes is a Cuban custom that represents the past 12 months.
- Fever! Cabin Fever! – It's a long time from January 1 till February 14. It's cold outside and the weather may not be the best in the world but there are lots of things that you can do to break the boredom – movie marathon, board game challenge, beach party, Evening Under the Stars (Bonfire Dance, Winter Hayrides, Winter Astronomy Lesson).



- Ground Hog Day (Feb. 2) – Create your own Punxsutawney, PA setting and celebrate Ground Hog Day with your very own Punxsutawney Phil. The web site of [www.groundhog.org](http://www.groundhog.org) has some great ideas for fun things to do on Feb.2.

- Sweetheart Celebration (Valentine's Day)



- President's Day
- Winter Olympic Games (Feb. 2-24) - With the winter Olympics being held in Salt Lake City, Utah this year, it's a great time to feature drink, appetizer and dinner specials during the broadcast events. Host your own winter Olympic games trivia contest or even create your own "winter" games – Snowman Building, Snowflake Hide & Seek (find the golf ball in a bin of ping pong balls), The Bobsled Ice Cream Eating Contest, Curling Shuffle (shuffle board tournament), Snowball Throwing Contest, Ice Angel Contest, Slalom Roller Blading, Best Hot Chocolate Recipe or come up with some of your own special events.
- NASCAR 2002 Racing Season Starts with the Daytona 500 – Feb. 17,2002
- St. Patrick's Day



Here are some web sites that might be of interest to you...

<http://www.heidigourmet.com/>

<http://www.hillshirefarm.com/>

<http://www.kikkoman-usa.com/>

<http://www.pennantfoods.com/>

Pennant offers the puff pastry and European pastries.

<http://www.earthcalendar.net/>

A listing of events for the year.

<http://www.venturafoods.com/>

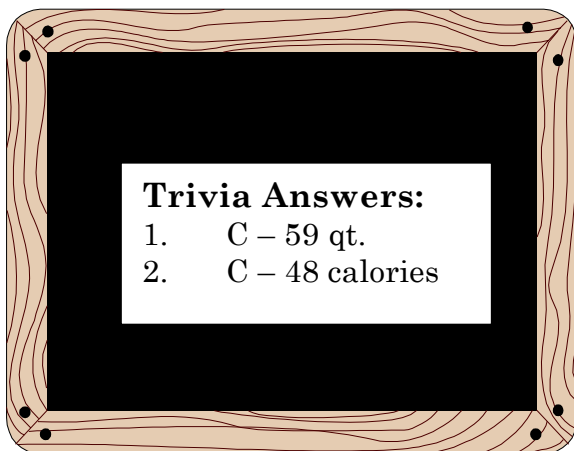
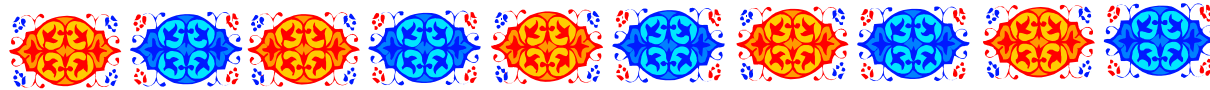
This web site also has a recipe section. They had a recipe for an Alamo Eggroll. The eggroll is filled with potatoes, black beans, green pepper, onion and chicken breast. They are served with a Chipotle Ranch dipping sauce.

<http://www.dixiefoodservice.com/>

Dixie now offers a large 11" plate as well as a new deep dish for saucy entrees or sandwiches. They also offer a black soufflé' cup line.

<http://www.francoscocktailmixes.com/>

Franco Cocktail Mixes offers 9 colored margarita salts and 2 colored sugars for decorating glass rims.



## Upcoming Events

### January

National Hot Tea Month

–

<http://www.teatalk.com/>

Oatmeal Month –

<http://www.quakeroats.com/>

National Soup Month –

<http://www.soups.com/>



### February

Canned Food Month –

<http://www.mealtime.org/>

Library Lovers' Month –

<http://www.calibraries.org/>

National Cherry Month –

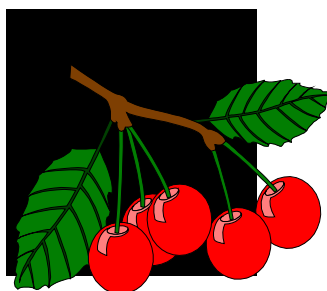
<http://www.cherrymkt.org/>

National Snack Food Month –

<http://www.sfa.org/>

Potato Lover's Month –

<http://www.idahopotato.com/>



### March

American Red Cross Month –

<http://www.redcross.org/>

National Craft Month –

<http://www.hobby.org/>

National Frozen Food Month –

<http://www.nffa.org/>

National Nutrition Month –

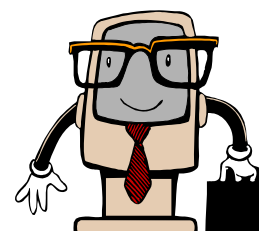
<http://www.eatright.org/>

National Sauce Month –

<http://www.dressings.sauces.org/>



## Contact Corner



Seeking assistance for your food & beverage operation or just want to say hi to the folks listed, give us a call at 901-874-6639, DSN 882-6639, fax 901-874-6838 or email us.

### Food, Beverage & Entertainment Section

Head, Food, Beverage & Entertainment Section – [p655f@persnet.navy.mil](mailto:p655f@persnet.navy.mil)

Corporate F&B Operations Manager – [p655f3@persnet.navy.mil](mailto:p655f3@persnet.navy.mil)

Executive Chef – [p655f4@persnet.navy.mil](mailto:p655f4@persnet.navy.mil)

## Market St. Grill & Parcheezi's

The holidays are over and the cold weather has arrived. In January, people are trying to keep their New Year's resolutions. February is jammed packed with televised sporting events this year (Superbowl, Winter Olympics, and Daytona 500). March is quick bringing on basketballs' famed March Madness.

It's also a time when people are trying to diet off the holiday 10 or desiring the warm spicy food.

For the health conscious, offer the **Garden Vegetable Wrap (MSG501)** or the **Garden Vegetable Sub (MSG334)**. Another alternative lighter selection is Soup & A Half Sandwich.

For those wanting the warmth and spice to heat up the cold spell. Serve Chili with a Grilled Cheese Sandwich, Chili Burger, Chili Dog or even the Firehouse Philly.

Why not serve up a Hot Dog Buffet during one of the sporting events? Don't forget the cheese, onions, relish, sauerkraut, cole slaw, chili, and other condiments for this feast. Baked beans, potato chips are a welcome addition to round out this buffet. A tray of brownies and cookies make a sweet finish to this feast.

The **Buffalo Chicken Pizza (PZ305)**, **Mexicali Pizza (PZ300)** and the traditional Pepperoni Pizza are all great pizzas to run during this time. Who couldn't pass up a Mexicali Pizza while watching the downhill skiing event?

## Off-Premise Checklist

Off-premise catering can add extra sales to your monthly income. It also presents a challenge to execute it correctly. It often takes extra or special equipment to support destinations away from your club operation. There are additional headaches in trying to keep the food warm, adhere to sanitation regulations, and to make sure you have everything you will need on site to perform your duties.

If you have ever forgotten something like a can opener for the bar, you can relate to how much you have to go through to get that can opener for the bar to open the tomato juice. Creating a checklist for off-premise catering can help relieve some of the stress if the all staff uses it. It helps eliminate the possible slip up of forgetting an item and having to make an addition run back to the club for the item. The equipment, plates, silverware, glassware and food can be staged, checked off as it is loaded onto the truck, and signed off as being there. If you are catering at somebody's house, it can be used to retrieve all your items.

As Martha Stewart would say, "a checklist is a good thing".